TIMES-VIRGINIAN

In the Heart of Virginia's Dark Tobacco Belt

Appomattox, Virginia

VIRGINIA PRESS ASSOCIATION Member

ESTABLISHED 1892

Mr. and Mrs. Calvin Robinson ...... *Editors and Publishers*

Entered as second-class matter at the Post Office at Appomattox, Virginia, under Act of Congress of March 3, 1879.

Address all correspondence to the Times-Virginian, Appomattox, Va. Subscription rate: $2 a year, payable in advance. Single copy 5c. National advertising representative: Weekly Newspaper Representatives, Inc., 920 Broadway, New York City. Advertising rates upon request.

EDITORIAL OPINION

FARM INCOME

The American farmer .. and the Appomattox farmer .. is becoming increasingly worried by the downward trend of his income.

In one day recently, the headlines read:

"Virginia farmers' cash receipts decline 6%"

And another in the same paper:

"Living cost edged up slightly."

These headlines, and his own experience when he buys and sells, are enough to worry the farmer.

For the first four months of this year, Virginia farmers received six per cent less in cash than they got in the same period of 1953. The drop was from $117,429,000 to $110,726,000. The decreases were both in livestock and in crop receipts. For the nation as a whole, the drop was four per cent in this period.

But on the other hand, the things the farmer buys are NOT coming down. Latest report was: "The government reported today that living costs edged up...."

The thing most alarming to the farmer is the attitude in some quarters to permit this trend to go on. The farmer is amazed to find that some high-placed persons are willing to go to the relief of many other groups in the nation, but are not willing to go to the aid of the farmer. Be it said that the modern farmer soon finds out who his true friends are, and will be very slow to fall for economic doubletalk. And he knows, and knows well, that he cannot maintain his establishment and his living standard in an economy where his income falls off and his expenses increase.

THAT 3.58 MILE

(Chicago Tribune)

When on May 6 of this year Roger Bannister, of England, ran his mile in 3:59.4 he was one of those who didn't expect the record to stand for long. He was right. The Australian, John Landy, has now knocked the time down to 3:58 flat.

In 1865, a Mr. Webster, an Englishman, ran the mile in 4:44.3 to set the world's record, but it didn't last long. Every few years somebody turned up to chip away a second or two. Then, in 1895 two men got their names in the record book, F. E. Bacon, of England, who went the distance in 4:17, and T. Conneff, an American, who knocked more than a second off this mark by running the mile in 4:15.6. That is to say, it took 30 years, from 1865 to 1895, to lower the record by a shade less than 29 seconds. On the average, the time was dropping during those 30 years at almost exactly the rate of a second a year.

And then, for the next 16 years, progress stopped. It wasn't until 1911 that John Paul Jones lowered the mark to 4:14.4. By 1923, the mark had been lowered to 4:10.4 by Paavo Nurmi, and it stayed at this point until 1931. That is to say, in the 36 years after 1895, the record fell by only 5.2 seconds.

It is noteworthy that in the 31 years since Nurmi set his mark, the record has been falling at a more rapid rate. It doesn't seem reasonable or plausible that the faster the mile is run, the easier it becomes to find someone who can run it still faster, but the figures are there to prove that this is what has happened. The record has been cut more than twice as much in the last 31 years as in the preceding 36 years.

Maybe the coaches have learned some new tricks. Maybe the human machine has been improved. Maybe the human will has been strengthened. Maybe the tracks have been improved. We'd like to know the answer.

DOGS BY THE BILLION

(Contributed)

This summer, as always, huge armies of Americans of all ages are flocking to baseball games, to beaches and lakes for picnics and sport, to amusement parks and carnivals and are enjoying all manner of other diversions. A very high proportion of them will have what might be termed an "expendable companion" in the form of that delicacy known as the hot dog.

During the 14-week period that began with Decoration Day and will end with Labor Day, says the American Meat Institute, the incredible total of 2,624,640,000 hot dogs, a string that would girdle the earth about 8 times, will be consumed in this country! That works out to 21 of the dogs for every man, woman and child between the ages of five and sixty.

The hot dog, obviously, is a true and lasting American institution. It's as indigenous as apple pie. To millions of us, there would be a sad lack in the best of ball games without a "red hot" or two and something cold to wash it down with. The hot dog stands are as much a part of carnivals as the rides and the sideshows and the barkers. And the hot dog is a key element in the home barbecue trend which has developed enormously in late years.

This season's consumption, incidently, will be eight per cent over last's. The good old hot dog gets more popular all the time.

IN SCHOOL TOO LONG?

A proposal, by anthropologist Margaret Mead, that 14-year-olds should be permitted to leave school and go to work if they want to do so, has started a lively argument. Dr. Mead told the National Congress of Parents that forcing 14-year-olds to stay in school against their will is a factor in juvenile delinquency.

Why not let them go to work, if that is what they want to do, she asked, and by removing their disturbing influence enable their classmates to get better schooling?

That, retorts the National Child Labor Committee, it not how it would work out. When teenagers don't like school, that's only a symptom of deeper troubles. If they take jobs, and carry their tensions and their hostility to authority to work with them, they will not be better off. Worse, in fact. Few employers have the time, patience and understanding to offer unruly employees as much help and individual guidance as some of their teachers can offer.

Dr. Mead, says the committee has become "defeatist about attaining the democratic goal of a high school education for all American youth."

Child labor was abolished because of the abuses that accompanied it. But work has educational values not present in school work. Work has therapeutic values recognized by psychologists. Not all schools provide individual guidance. A teenager who is a misfit in school may lose his symptoms of emotional disturbance in a job that he fits. A weekly paycheck helps bolster a weakened ego.

It may be unfortunate that school and work experiences are as separated and compartmentized as they have become in the last generation. At least one college offers its students a program of study intermingled with periods of work which are later discussed in class. Secondary schools, if the law would allow, might be able to devise a suitable adaptation of this arrangement.

There is room for experimentation along these lines.

—Winchester Star.

EHRICH'S

Optometrist and Opticians

1107 MAIN ST. — LYNCHBURG

Hours 9 a. m. to 5 p. m. — Wed. 1 p. m.

SALAAM!

(The Christian Science Monitor)

Army personnel, says a new order from General Ridgeway, Chief of Staff, after September 1, on or off reservations, will render the customary military greetings, "at all times when they meet and recognize persons entitled to the salute."

Before GIs, past and present, start groaning and mumbling the old saw about "officers to the right of us, officers to the left of us," and before officers, past and present, groan also and picture the familiar race of the junior to recognize the senior before the senior spots the junior—just pause, please, and reflect.

Here are some well known facts and some well worn truisms. But they are important right now:

The Army needs greatly a new esprit de corps. To achieve this its members need a new sense of identity, or comradeship, or belonging to a team.

The salute is the "high sign" of such belonging. Civilians do not salute.

And—we'll risk this repitition: It is just as obligatory for the colonel to salute the corporal as it is for the corporal to salute the colonel. Here is no symbol of servility.

All right, men: Salaam!

A SUMMER CREED

(Exchange)

I believe in the flowers and their glorious indifference to the changes of the morrow.

I believe in the birds, and their implicit trust in the loving Providence that feeds them.

I believe in the prayer - chanting brooks, as they murmur a sweet hope of finding the far distant sea to which they patiently run.

I believe in the whispering winds, for they teach me to listen to the still, small voice within my feverish soul.

I believe in the vagrant clouds, as they remind me that life, like a summer day, must have some darkness to reveal its hidden meaning.

I believe in the soft-speaking rains, accented with warm tears telling me that nothing will grow save it be fertilized with tears.

I believe in the goldn hush of the sunsets, reflecting a momentary glory of that great world beyond my little horizon.

I believe in the soft-falling dew revealing the infinite spring of living waters for everything parched and withered.

I believe in the holiness of twilight, as it gives me a sense of the presence of God, and I know I am not alone. And whatever else I believe is enshrined in those abiding feelings that lie too deep for words.

—A. A. Argow.

A WORSENING SITUATION

(Contributed)

President Eisenhower announced that the visit of Sir Winston Churchill and Mr. Eden to Washington was the Prime Minister's own idea. This in itself is an indication of the tremendous seriousness of the world situation, in view of the fact that Sir Winston is in frail health, and has been advised by his family and friends to lay down the heavy burdens of office. The President also said, in effect, that one reason the meeting was suggested is to do something to counter the growing fear that a deep rift exists between England and the United States.

The obvious fact is that, from the Western point of view, the world problem has worsened very materially in a brief period of time. The clearest example is the Geneva conference where, due to circumstances beyond his control, Mr. Dulles found himself with few cards to play. Britain clearly has no stomach for intervention in Southeast Asia. There is a feeling in many quarters that to all intents and purposes Indochina is now lost to communism, and that any future stand must be taken elsewhere, perhaps in Thailand. Samplings of Congressional opinion in this country show a very strong distaste for any lone-wolf military operations anywhere in Asia, and it is most unlikely that, at this time, the President could get Congressional sanction for ordering American forces into action. And the French situation, in American officials' eyes is depressing in the extreme. There is no evidence that a French government can be formed which will have any permanence or real authority. France is sick of war, is plagued with communist dove-of-peace propaganda, and there is widespread fear of German rearmament, a step which numbers of top military leaders think essential to a workable European defense establishment.

All this, along with confused and conflicting public opinion in this country, has forced the Administration to reappraise the whole situation. Little is being said now in official quarters in support of armed intervention in Southeast Asia. It is very possible that our long-range strategic plan may be drastically overhauled. That this is a very complex task is shown by the great differences existing at the peak military level .. the Joint Chiefs of Staff. Strongly opposed points of view are held by two officers of the highest character, reputation and record .. Admiral Radford and General Ridgeway.

The Admiral has publicly advocated aggressive intervention in Indochina, particularly with air attack from carriers. He has urged this on the President and the security council. General Ridgeway has not spoken out publicly, but it is reliably reported that he has argued an opposite case before the council. He observed, it is said, that the majority of the people would be hostile to us or any other whites, and that all the military problems involved would be far more difficult than in Korea. To quote Marquis Childs, "Basic to Ridgeway's thesis is the premise that America's main enemy is Soviet Russia. A corollary to this thesis is that the area essential to keep out of Communist hands is western Europe with its great reservoir of industry and trained manpower." Those who agree with that line of thought feel that if we move in Southeast Asia, a cruel land war will become inevitable .. and that we would waste away our manpower and materials to the ever-increasing benefit of Russia.

The decision is in the balance now. But it doesn't seem that it can remain so for long. The world moves with incredible speed these days.

A Test of American Leadership

(The Bedford Democrat)

The spotlight shifted to a new section of the world stage this week and shed its glare on the Communist attempt to establish a foothold in the Western hemisphere. Actually, it was not the Communist conspiracy that was new, for it has been well-known for more than a year that President Jacob Arbenz' government in Guatemala was more than friendly with the Kremlin and was receiving aid from there. The news is in the anti-Communist attempt to root out this evil from one of the American republics. At least two forces seeking Arbenz' overthrow and said to be composed of Guatemalans who had gone into exile have struck acrss the border from the adjacent states of Honduras and El Salvador.

The United States is vitally interested in the outcome of the Guatemalan conflict for two prime reasons. One is strategic. Guatemala although the northernmost of the Central American Republics, is within short bomber flight of the Panama Canal and a complete Communist victory there, which might well place airfields at the disposal of the enemy, could hardly be tolerated by this country. The second reason is that this conflict ..whether it be called invasion, rebellion, revolution or what not—is likely to show us how we stand with our sister nations of the Americas. Some of these have not been too friendly in recent years to the United States, which they like to call "the Colossus of the North," but when the choice is between the infiltration of the Americas by Soviet Russia's influence and the leadership of the United States—as it is likely to be before this affair is settled — the Latin American states may show clearly where they stand. In Washington it is hoped that they will endorse a new edition of the Monroe Doctrine, evolved to fit today's world situation. This was expressed vigorously by Ambassador Henry Cabot Lodge, our spokesman at the United Nations, when he turned to the Russian member of the Security Council and said angrily: "Stay out of the Western Hemisphere. Stay out of this hemisphere. Don't try to start your plans and conspiracies here." If the trouble in Guatemala produces an endorsement of that by the other American states it will be clear gain for the United States and the free world.

MRS. SMITH STAYS HERE

(Washington Evening Star)

Although there is nothing unexpected about it, Senator Margaret Chase Smith's runaway victory in Maine's Republican primary is gratifying nonetheless.

It is, in the first place, a triumph for that school of Republicanism which does not think that the clock can be turned back half a century. It is also a triumph, and an impressive triumph, for a woman who has not hestitated to put herself publicly on record against the excesses of Senator McCarthy.

In all probability Senator McCarthy was not much of an issue in the Maine primary. The Wisconsin Senator spoke in the state twice last winter, and in each speech he mentioned Robert L. Jones, Mrs. Smith's opponent, as a young Maine man who was making a name for himself in Washington. Senator McCarthy stayed out of the primary campaign, however, and Mr. Jo... not try to bring him into ... The fair inference is ... Jones, having sampled M... ment, found nothing to ... belief that Senator McCa... port would be a political ... this is correct, it is gratifyi... Mr. Jones, backed openly ... tor McCarthy, had ... Smith, or even if he had ... threatened, the result would ... been a big boost for that ... politicking which has come ... known as McCarthyism.

SUNBURN CAN BE FA...

The death of a twenty-... old man from sunburn ... from another state and the ... should serve to warn all ... and especially fair-skinned ... that it can be dangerous to ... one's self unduly to the ... sun.

It is not always the bright ... the sun that causes fatal ... slightly overcast days, the ... rays can filter through and ... powerful as the bright sun...

We do not know too m... the rays of the sun other ... they are extremely powerf... patients are exposed to the ... the sun for treatment ... tuberculosis victims, but ... to assume that if benefic... can be secured, there is th... ty of harmful effects.

We do not go into the ... of pigmentation, which ... some people are easily ... and others are not. It is ... everybody to be tempera... posure until well-tanned ...

—Blackstone, Va., Courier

GOB HUMOR

(From the Mobile Seven... New York, New York)

One duck to another: "I... stop walking like a woman ... slacks."

Subscription rate: $2.00 ... payable in advance.

Appomattox is a growing...

Driveways & Parking Areas

Asphalt or Surface Treatment

ESTIMATES WITHOUT OBLIGATIONS

"Private Work Our Specialty"

JOHN P. HARVEY

3817 Nicholas Street Lynchburg, Va. Phone 6-...

IH Upright Freezers

Space-savers that store more food on less floor area. Room for everything but doubt in every model. Eat better, live better — save hours of shopping, prepare meals in advance — with IH, *World's Leading Freezer!*

Take your choice!

INTERNATIONAL HARVESTER

IH Chest-type Freezers

Greatest values on the market. Counter-top working surface saves you lots of steps. Outside walls won't "sweat" ... large fast-freezing areas ... quiet, fan-less operation. Come in and see them *now!*

Low down payment — easy terms!

Choose from 3 upright and 4 chest-type models ... from 277.45

International Harvester

World's Leading Freezers

Appomattox Truck & Tractor Inc.

PHONE 3911 APPOMATTOX

THE BIBLE SPEAKS

International Uniform Sunday School Lessons

BY DR. KENNETH J. FOREMAN

Scripture: Luke 2:40-52. Devotional Reading: Isaiah 55:3-7.

How to Grow

Lesson for July 4, 1954

IF A Christian is not a growing Christian, is he a Christian at all? Whatever a person may think about that, one thing is certain: if a Christian is not growing, he will not like Jesus. For the next three months the Bible lessons studied in all the churches that sponsor this series will be on the general subject of "Growth in Christian Living." Can this be studied? Doesn't growth come naturally or not at all? For answer to that question, consider the Lord Jesus himself. It is said of him that he increased in wisdom and stature and in favor with God and man." Jesus is our Example in growth as well as in other ways, then we can learn much about Christian growth from him.

Dr. Foreman

Time for Struggle

The Greek language in which Luke wrote, has words for everything. Many times we can see what Luke meant by carefully looking into the Greek words he used, which are sometimes more precise than our English words usually are. In Luke 2:40 it is written that Jesus the boy "grew." In Luke 2:52 it is said that he "increased." Now those are two different Greek words, in the original manuscript, and they do not mean just the same thing at all. The first is the ordinary everyday word for "grow." Plants grow, animals grow, the little boy Jesus grows. The same word is used for all kinds of living things. Now a little boy, say five years old, no more tries to grow than an oyster does. He will grow, all right. Nothing can stop him if he gets plenty of food and sunshine. When he goes to school he does not have to study hard, he "picks up" things as we say. But there comes a time in every boy's life, and it must have come in Jesus' life, when this simple word "grow" is not enough any more. The word "increase" is a different word entirely. It means literally to cut one's way forward. It is the word which was used to describe what a road-building crew did in chopping out a trail through the forest. It is a word for effort, struggle, hard work. The time came to Jesus, as it does for all growing persons, when he could no longer grow without putting out his own vigorous strength.

Good Animal?

An angry woman came into a teacher's room one day and complained about the way her poor little boy (a rascal if ever there was one) had been treated. "I want you to understand," she said, "that I don't care if he is a scholar or not. All I want is for him to be a good animal." If the teacher had not been young and shy, he would have said to the woman, "Madam, that's just the trouble. He is a good animal; we should like to have him develop into something else besides. If all you want is a good animal, take your boy home; he has graduated!" Of course the lady was partly right. We human beings are animals, and as such we ought to develop physically to the best of our capacity. We have to work at it. God will not send it free, not even to Christians.

The All-Round Life

Jesus cut his way forward not only physically, but mentally (wisdom), spiritually (in favor with God) and socially (favor with man). There comes a time in life when if we are going to learn something (say the Greek language, or the guitar) we just have to get down and dig. The growing Christian will grow in mind as well as in body. Ignorance is not a Christian ideal. The same is true socially. Our Lord was popular, in the good sense. People loved him. But Luke suggests that this was not something that just came to him, he had to work at this too. Some persons are born more sociable by nature than others; but even the shy ones, the awkward ones, can learn the fine art of getting along with other persons—if they try. If they never try, this side of their natures, of their lives, will be stunted. Even the spiritual life does not grow without effort. We grow through those old-fashioned but never out-dated ways, which Jesus used and which we can use too: prayer, study of God's word, and service in His name. We never grow spiritually by magic, never by "wishing," only by working with God.

(Based on outlines copyrighted by the Division of Christian Education, National Council of the Churches of Christ in the U. S. A. Released by Community Press Service.)

New Method Used For Air Conditioning

Homeowners interested in air conditioned living may soon receive welcome news from deep in the heart of Texas. A village of 21 homes is being built in Austin to show that summer cooling is economically practical in a moderately-priced dwelling.

Cotton canvas will be used in experiments dealing with ways to cut the high cost of air conditioning, the National Cotton Council reports. One of the major problems under consideration is that of sun control, particularly in relation to glass areas.

Canvas awnings and patio roofs will be erected outside windows and window walls of 5 of the 21 homes, each costing $12,000. Their effect in reducing the cooling load on the air conditioning units will be carefully studied for 12 months.

Protecting windows from solar rays is of primary importance in air conditioning. Recent studies show that glass lets in 35 times as much heat from the sun as an insulated wall.

Canvas awnings can be easily installed outside windows and doorways to check the sun's rays. Architects and builders agree that the place to stop Old Sol is outside the house. Once solar heat gets through glass it is too late to do anything about it.

The Council pointed out that canvas placed outside glass effectively screens 75 per cent of the sun's rays. Thus, this heavy cotton fabric does a good job of beating the solar heat on its own. This also explains why less air conditioning equipment will be needed to cool a house with awnings at the windows.

FARM SAFETY WEEK JULY 25 TO 31

For the 11th consecutive year, the last full week of July has again been proclaimed National Farm Safety Week by the President of the United States.

In a recent proclamation, President Eisenhower said "I urgently request all farm residents to make every effort to develop safe work habits and skills, so they may 'farm to live and live on the farm.' I also request all persons and organizations interested in farm life and welfare to join in a campaign to free as many farm homes as possible from the tragedies and losses caused by needless accident."

Endorsing the observance, the Virginia Rural Safety Council pointed out that more acidental deaths occur in farming than in any other major industry in the country. Last year in the Old Dominion, while the record was better than in 1952, there were 510 non-transport accidental deaths in rural areas. This was a drop of 49 from the year before. Topping the list as the main killer were accidental ..falls126 of them, up 19 from 1952. The leading cause of accidents in 1952..fires and explosions..numbered 105 in 1953, down 37.

People find all kinds of ways to die, the Council points out. Meanwhile, there aree those who are lucky —who have accidents but survice. Take a case reported by the National Safety Council..a case that baffles economists and doctors alike. A seven-year-old boy swallowed a penny and coughed up a nickel.

Subscription rate: $2.00 a year payable in advance.

VPI Dept. to Make Analysis of Soil Samples

VPI's agronomy department has been selected as the one Agricultural Experiment Station dpartment in the Tennessee Valley states to set up an intensive program of analysis of soil samples from fertilizer tests conducted by the Tennessee Valley Authority.

Dr. W. S. Newman, president of VPI, explains that the laboratories were chosen partly because of unusual equipment available which makes possible analysis of types of clay minerals in the soils — and other equipment which permits rapid analysis of chemical properties and constiuents important to phosphorus availability.

Dr. C. I. Rich, associate agronomist will be in charge of this program. He explains that the TVA's field testing program is designed to determine the efficiency and effects on yields of the many kinds of new fertilizers. In order to explain the results obtained for the same fertilizers on different soil types it is necessary to make detailed analysis of the soils in question. These tests are carried out in seven Tennessee Valley states, as well as representative states in other parts of the country. The Valley states involved are Virginia, North Carolina, South Carolina, Kentucky, Alabama, Mississippi and Tenessee. Of the some 150 different experiments underway, some 15 are in Virginia.

The soil samples will be sent in from the sites of the test plots in the several states involved, and the VPI Agricultural Experiment Station will be reimbursed for the analyses.

TVA advisors have expressed confidence in the personnel at VPI in making the analyses, and this, added to the availability of the needed equipment was the reason for the choice of VPI for the work.

Some of the new fertilizers now under test include those made essentially free of sulphur, since sulphud is becoming limited in supply; phosphate fertilizers made of varying amounts of water solubility; those in which nitric acid instead of sulphuric acid is used with rock phosphate; and those mixtures of nitric acid and phosphoric acid with rock phosphate. The latter, Dr. Rich said, not only supplies phosphate, but nitrogen, and may turn out to be one of the most economical mixed fertilizers on the market.

LIBRARY WORKSHOP

Farmville, Va.,- The Library Workshop to be held at Longwood College July 5-23 will be conducted by Mrs. Jane Baker Hobson, state consultant for schools and young peoples libraries, New Jersey Department of Education.

The workshop for school librarians will emphasize cooperation among school officials, classroom teachers, and school librarians.

Speakers for the workshop include J. Barrye Wall, Editor and Publisher of the Farmville Herald, who will discuss contemporary printing in Virginia, and Mrs. Juliet Ware Parker, formerly assistant state supervisor of elementary education in Virginia, who will discuss books in elementary education.

Richard D. Robinson

FUNERAL DIRECTING & EMBALMING

APPOMATTOX, VIRGINIA

A Service That Is Distinctive But Not Expensive

"AMBULANCE SERVICE"

Day Phone Dial 3331 — Nights & Sundays Dial 2231

know the SCORE *and you'll get a* FORD

V-8 POWER	Ford alone, in the low-price field, offers a V-8 engine. Ford's 130-h.p. Y-block V-8 gives you the smoothest, most agile "Go" in its field. It's the most modern engine in the industry!
TREND-SETTING STYLING	Ford's clean modern styling is changing the trend for the entire industry. Gone are the bumps and bulges which "date" so many of the other makes. Ford styling is out front to stay!
BALL-JOINT SUSPENSION	Only Ford, in its field, offers Ball-Joint Front Suspension. No competitive car (without it) can ride so smoothly and handle so easily. Because Ford has it now—Ford will be worth more later!
MOST ADVANCED AUTOMATIC IN FIELD	Fordomatic Drive* is the only "automatic" in the low-price field that gives you the smoothness of a torque converter plus the "Go" and savings of an automatic intermediate gear.
BIGGEST CHOICE	You can have just the kind of car you want in a Ford. For Ford offers you a choice of 14 body styles in either V-8 or Six models. Ford's choice is unmatched by any other car at any price.
MOST VISIBILITY IN FIELD	Ford has the most windshield area ... the most rear window area (full wrap-around on all closed models)...the most total glass area in its field. This adds to your safety ... driving enjoyment, too.
MOST ADVANCED POWER ASSISTS IN FIELD	Ford's power assists* are the finest ... include: power steering (cuts up to 75% of effort), power brakes (cut up to 1/3 of effort), power windows (on all 4), and a 4-way power front seat.
HIGHER TRADE-IN VALUE	Surveys prove Ford retains a greater proportion of its original cost at resale than any other car. This is another sample of the greater value Ford offers over competitive makes.
BEST DEALS IN 30 YEARS	Come in! Get the full score today. Ford's the winner on "deals," too. Your present car will never be worth more in trade. And you'll discover there never was a better time to deal than right now!

COME IN! FORD HAS THE TOP SCORE IN "DEALS" TOO

*at extra cost

Add up the score...

It adds up to FORD

F.C.A.

Your Local Ford Dealer

GREAT TV, FORD THEATRE, WSLS-TV THURS. 9:30 P. M.